	Essential Tasks	Optional Tasks (depending on program)	Decision or Result	Person Responsible	Completed (Date)	Notes
Before You Put the Program on the Calendar						
Strategy	What are the objectives/goals of this event?					
	How will this program fit into your current calendar?					
	Determine target audience.					
	Determine program type.					
	Determine frequency and timing of program.					
Staffing	Determine who is primarily responsible for program's success.					
	Determine planning team.					
	Determine ongoing staffing plan.					
Marketing	Determine date, time, and frequency of program.					
	Draft a brief description of the program.					
	Officially put it on your museum's calendar.					
	Design a flyer or graphics to help promote program.					
Program Development	Secure location.					
	Determine how you will measure success and gather feedback from participants.					
	Determine if this is a program that can run concurrently with other programs/tours or if you need the entire museum space.					
Funding	Decide if event is free or if there will be a fee.					
	Determine budget.					
	Identify sources of funding.					
		Draft grant requests.				

		Determine if there's an opportunity to do something special for members in conjunction with this event.				
At Least 2 Months Out						
Marketing	Post on website, community calendars, and social media.					
		If program has a niche audience, do direct outreach.				
Funding	Figure out options if initial ideas for funding don't come through.					
	Determine break-even point.					
Program Development	Identify possible risks and develop strategies to minimize risks.					
	Determine any A/V needs.					
	Plan program activities.					
		If event is primarily outdoors, determine rain plan				
		Determine RSVP process, if needed.				
	Determine set-up needs.					
Staffing	Determine how you will staff the event.					
		Begin securing program volunteers.				
1 Month Out						
Marketing	Include in enewsletter/social media.					
Funding	Follow up with donors/sponsors.					
		Create acknowlegement signage.				
	Check expenses and income.					
Program Development	Finalize schedule for the program.					
	Secure supplies for program activities.					
		Begin selling tickets or accepting RSVPS.				
	Develop tools to measure success and capture feedback.					

Staffing	Find someone to take pictures at the program.						
	Determine set-up/clean up schedule and who will help.						
Week Of							
Marketing	Post on social media, enewsletter, etc.						
	Have a program calendar ready for program participants to take home with them.						
Funding							
Program Development	Produce any event signage.						
	Tidy up the museum and all public areas.						
		Make contingency plans in case attendance is either well above or well below expectations.					
	Make sure tools are in place to collect needed data.						
Staffing	Confirm volunteers.						
	Confirm program plan.						
The Aftermath							
Marketing	Post program recap on social media/enewsletters.						
	Beginning promoting the next offering of the program.						
Funding	Send thank you notes to donors or sponsors.						
	Update budget with actual income and expenses.						
Program Development	Make notes to help plan future programs.						
	Determine if program or something like it is worth repeating.						
	Analyze and discuss collected data and feedback.						

	Use data to make any needed changes to future programs.					
Staffing	Set a debrief meeting to evaluate the event.					
	Thank volunteers.					